

Polaris Welcome Kit

Polaris Industry Partner,

GSA welcomes you to our portfolio of Small business Industry Partners. We believe that as an elite group of information technology businesses, you will continue the tradition of providing superior service to federal customers through the use of Polaris. We are thrilled to be able to offer federal agencies highly qualified Industry Partners to help them meet their mission and achieve their socioeconomic goals.

We realize that you may have many questions as the Polaris GWAC gets underway and it is our role to help you navigate through the new terrain and assist you with your contractual and customer questions.

We encourage you to contact us for any reason. Whether you have a question, concern, or would like to share your success with the Polaris contract, we enjoy hearing from you. We are looking forward to collaborating with you, and sharing in your success. Congratulations and welcome!

The GSA Polaris Team

Tips on Working with the Polaris team

Contact Information

Contact the contracting team with questions related to:

- Polaris contract terms and conditions
- Contract compliance
- Reporting requirements

Contact the business management team with questions on:

- Marketing
- Agency-specific procurement forecast plans
- Prior/historical order data
- Customer support
- Leveraging resources and tools

Reminders

- Respond to requests from the Polaris team promptly
- Submit required reports on time and identify the report in the subject line (along with your contract number)
- In accordance with paragraph G.7 of the contract, the Contractor must develop and maintain a current, publicly available Polaris webpage accessible throughout the ordering period of the Master Contract and performance of any orders. The Contractor must provide the webpage address within 30 calendar days after the receipt of Notice to Proceed for review and approval. Please see Paragraph G.7 of contract for webpage requirements. When submitting, please include your contract number and “Webpage for Review and Approval” in the subject line.
- In accordance with paragraph G.8.1 of the contract, “The Contractor must establish and maintain a Polaris email account for communications relating to Polaris.”. Additionally “the electronic mailbox name must include “Polaris”, e.g., Polaris@xyzcorp.com. The Contractor must provide the email address within 10 calendar days after the receipt of Notice to Proceed.” When submitting, please include your contract number and “Polaris Email Address” in the subject line.
- Remember, in accordance with paragraph H.1 of the contract, “GSA requires the review and approval of any Polaris related press / news releases for Orders and Master Contracts, marketing / promotional materials and brochures, including information on the Contractor’s Polaris webpage”.
- Always include your Polaris contract number in the subject line on all email correspondences.
- Keep the GSA contracting team informed of changes to Program Manager, Contract Manager, address, email, etc.

Polaris GWAC **Business Development Checklist**

The following items will increase awareness and usage of your Polaris GWAC contract:

1. Ensure all associates have read and understand your contract. We also recommend reviewing the Polaris Ordering Guide which can be found on the [Polaris GWAC Website](#) for contracting officers.
2. Familiarize yourself with the Federal Acquisition Regulations (FAR) Parts 16 and 19
3. Share the Polaris Welcome Kit information with associates
4. Keep your marketing plan current
5. Familiarize yourself with the [Polaris GWAC website](#) so you are able to direct customers to documents or contract information
6. Maximize your company's web presence
7. Post Polaris GWAC contract information, awards, and news releases on your website. Follow the guidelines provided in the Polaris contract Section G.7. Also, provide a hyperlink to www.gsa.gov/polaris from your website.
8. Add your Polaris contract details to your company brochure or create a brochure for your Polaris GWAC contract. Please review [GSA Starmark](#) and marketing approval requirements outlined in the Polaris contract Section H.1.
9. Create success stories to represent the types of work performed by your company
10. Notify your existing contacts and customers about your Polaris GWAC award
11. Publicize successes achieved due to the Polaris GWAC, especially if you are able to create jobs in your community
12. Contact agency small business utilization offices
13. Contact GSA regional offices, especially GSA Offices of Small Business Utilization (Listing of GSA Regional Small Business Utilization Offices and Centers is available [here.](#))
14. Visit with the GSA Polaris team via webinar, phone conference or in person (when available)
15. Visit your local APEX Accelerators office (<https://www.napex.us/>)
16. Encourage customers to participate on conference calls/webinars with the GSA Small Business GWAC team to discuss a new or existing requirement
17. Attend seminars and events. Encourage customers to attend events where the GSA Small Business GWAC team is offering training or exhibiting
18. Consider sponsorship opportunities at conferences or events
19. Consider presenting a workshop at a conference or event that showcases an area of expertise held by your firm.
20. Consider memberships in professional organizations such as the National Contract Management Association
21. Attend federal acquisition courses
22. Notify the Polaris GWAC contracting officer of any changes to your organization that will impact your Polaris contract. (i.e. contract manager, phone, email, etc.)

Resources available to Contracting Officers

Delegation of Procurement Authority

Before issuing task orders on Polaris, federal contracting officers must complete training and receive a Delegation of Procurement Authority (DPA). Delegations of Procurement Authority may be obtained by performing any of the learning methods below.

- Review the Polaris GWAC [Ordering Guide](#)
- [Attend a regularly scheduled webinar](#);
- Complete online Youtube training (coming soon)
- Request a webinar, conference call, or onsite training at polaris@gsa.gov

Upon completion of any of the above, contracting officers may request a DPA by submitting a DPA certification form located on [GWAC Overview](#) page, under Request a DPA Section.

Advance Scope Compatibility Review

As a service to our customers, GSA offers free scope compatibility reviews for statements of work and proposed modifications to existing orders. This service can help reduce the risk of protest and is a unique benefit of working with GSA.

More information can be found on [GWAC Overview](#) page, under Request an optional scope review Section

Market Research Requests

Market Research requests help acquisition professionals determine whether a small business can successfully perform the work — and whether a particular small business GWAC is appropriate — for a particular requirement. It's important that industry partners respond to these requests.

GSA representatives are available to assist with market research for federal agencies, more information can be found [here](#).

Industry Partner Resources

Polaris Website – www.gsa.gov/Polaris

- Polaris Contract - The Polaris Contract contains information regarding pricing, contract types available for orders, the definition of information technology, roles and responsibilities, and references to the Federal Acquisition Regulation (FAR). This information is subject to change.
- Polaris GWAC Ordering Guide - designed for ordering contracting officers, the Polaris Ordering Guide defines roles and responsibilities for the ordering process and provides helpful instructions for using Polaris. This information is subject to change.

[GWAC Dashboards](#) - The GWAC Dashboards are an interactive tool that allows GWAC stakeholders to view and segment GWAC information to make better business decisions. Dashboard users have the ability to explore GWAC data by contract family, federal agency, and industry partner. Additionally, customized reports may be created and downloaded to your computer.

Other eTools (see separate information provided)

- GSA's [eBuy](#) system (an online request for proposals/information tool)
- GSA's [SRP](#) system (for reporting orders/modifications/etc.)
- GSA [ASSIST](#) (GSA's Assisted Acquisition Service procurement tool)

Polaris GWAC Team

As a reminder, all contract inquiries should be sent to Polaris pool email address

SDVOSB Pool Contracting Officer:	Nick Engel
Contract Specialist:	Ken Zeller
Business Management Specialist/Program Manager:	BeLinda DeVore
Polaris Website:	www.gsa.gov/polaris
Polaris E-mail:	Polarissdvosb@gsa.gov
HUBZone Pool Contracting Officer:	Aquil Sabree
Contract Specialist:	Meghan Prude
Business Management Specialist/Program Manager:	Acklyn Rhodes
Polaris Website:	www.gsa.gov/polaris
Polaris E-mail:	Polarishubzone@gsa.gov
WOSB Pool Contracting Officer:	Angela Chiu
Contract Specialist:	Jesse Brassart
Business Management Specialist/Program Manager:	Victoria Kisseka-McFarland
Polaris Website:	www.gsa.gov/polaris
Polaris E-mail:	Polariswosb@gsa.gov